

MINUTES
MONTANA HISTORICAL SOCIETY
BOARD OF TRUSTEES MEETING
Job Service Meeting Room, Glasgow, Montana
History Conference
Thursday, October 16, 2008

In attendance were Montana Historical Society Board of Trustees members Jim Murry, Sharon Lincoln, Jim Utterback, Katherine Lee, Jack Lepley, Lee Rostad, Shirley Groff, Steve Lozar, and Janene Caywood. Also in attendance were MHS Director Richard Sims, MHS Administrative Assistant Renee Podell, MHS State Historic Preservation Officer Mark Baumler, MHS Administrator Denise King, MHS Library Manager Brian Shovers, MHS Museum Program Manager Bill Mercer, MHS Outreach and Interpretation Program Manager Kirby Lambert, MHS Membership Coordinator Kim Ramuta, MHS Research Center Reference Historian Zoe Ann Stolz and MHS Special Projects Manager Susan Near.

CALL TO ORDER

President Jim Murry called the meeting to order at 1:00 p.m. Steve Lozar gave the blessing of the meeting.

INTRODUCTION OF NEW BOARD OF TRUSTEES MEMBER

Jim Murry introduced the newest Board Member Janene Caywood.

REVIEW OF MINUTES

Sharon Lincoln moved to approve the minutes from the July 18, 2008 meeting, Shirley Groff seconded, all voted in favor and the motion carried.

EXECUTIVE COMMITTEE REPORT

Jim Murry reported that the executive committee met for three hours amongst themselves and reviewed Richard's performance and then met with Richard for one hour. The committees results are as follows: Richard was given high marks for his leadership qualities, communication skills, giving the Society a new administrative direction, his partnership building and statewide grassroots work with Montana's heritage keepers. Richard was asked to take more opportunities to engage with the local Helena community in order to improve their understanding of the Society's mission and service. He was also asked to continue to improve the balancing of his busy schedule and his multi-tasking in order to improve his overall effectiveness. In addition to this, the committee approved the 3.6% raise for Richard which is the percent given all state employees.

MEMBERSHIP/MARKETING PLAN AND UPDATE – Kim Ramuta

Kim submitted the membership report for FY 2009. She explained that after a discussion with Richard an enhanced marketing plan for the rest of this fiscal year will be underway. Kim said these are the numbers she looks at on a month to month basis from the Sage data base. Basically the numbers flex from past months noting that people who rejoin or join pass their membership expiration actually are counted in the month. Numbers will continue to rise. On a quarterly basis people get the magazine and until that magazine comes out there is no reason to renew. Kim wants to drive this to a more immediate need, possibly a penalty. A FY 09 marketing plan has been completed. A free museum day was held in conjunction with our affiliate the Smithsonian. It was billed as the original tailgate party because the day happened to be Carroll College's homecoming day. A chuck wagon was brought in and biscuits and coffee were offered. There were about 200 people. Richard made Dutch oven stew for the entire team working on that day. Six new memberships were sold. Kim reported she is up to speed on the Sage data base. The average gift rate is the number she wants everyone to look at because she wants to raise this average rate consistently. She hopes the numbers continue to improve. This report will be discussed on a quarterly basis. Kim noted that the one thing she battles with is the question of how to get to the private audience. Some of it takes money and some of it is basically getting with small groups repeatedly and customizing. She is trying to move away from a benefit marketing approach to what is called a relationship marketing approach. Basically anyone who wants the magazine is already a member and wants to donate. It's a feel good \$45.00 individual membership. Kim wants to target the \$100.00 and above people. She wants to create a relationship with them and to impress upon them that they are helping Montana by buying a piece of Montana. They will have a hand in saving the history of Montana. Kim emphasized she wants to keep the current members and make them feel appreciated. She highlighted the acquisition marketing she plans to do with mailing lists and the importance of working with the state universities and large businesses. Steve Lozar commented that one of the things he has talked about over the last year is to offer college transferable credits for Montana teachers attending conferences put on by the Society. Kirby stated this is an area he will look into especially with the history conferences. Steve Lozar said he was on the Presidents Advisory Council for the University of Montana and the last meeting he attended was about outreach and he can't think of a better way to outreach the University of Montana than to have credits for this kind of conference. Kim stated that from a membership point of view teachers should become a part of the Society regardless of this credit. Supporting a Society that also supports their education in the classroom is a good reason to be a member. Kim said she will work with Kirby on this matter. Katherine Lee wondered if it would be feasible to do on line courses in conjunction with the universities. This is a very acceptable means of delivery now and it could have relationships with exhibits or presentations. Jim Utterback noted that a \$1,000 and up memberships guild was created when he was on the development committee for Carroll College and stated that allowing the money to be paid quarterly really increased membership. Janene Caywood asked what proportion of the members are residents of Montana. Kim responded she wasn't sure of the exact numbers, however, she did run a zip code report and of the Montana residents almost 90% of the members are in the Helena area. Kim said she will get

the numbers to the Board. Kim also pointed out that the larger donor members are from out of state. Sharon Lincoln wondered if a membership marketing tool could be encouraged in the museums around the state that Richard has visited targeting people to be members of the Historical Society because this group benefits their interests also. Kim voiced concern with the idea there might be competition for the same dollar. Sharon agreed stating it should be a program for awareness that the Society exists in Helena. Shirley Groff made the suggestion of targeting the teachers PIR days and sending representatives to the workshops from the Society. Jim Murry questioned how the Society has benefited in the membership numbers from conducting the history conferences. Kim didn't run numbers from last year so she could only speak to this year and the number today is six new memberships. The attraction to become a member at the conference is the 15% price discount that can be used at the museum store for the purchase of books and other items.

PUBLIC INFORMATION – Tom Cook

Tom announced the Society got a front page write up in the Glasgow newspaper and encouraged everyone to read it. He reported he came to Glasgow on Tuesday and did three radio shows. He spoke to the Kiwanis, had notices sent to the schools and even went to the local quilt shop to pass around notices of the conference and the quilt display. Tom announced that the *Montana Star* will be a quarterly newspaper which has been in the planning stage for a year in a half. The goal is to publish it the first of next month. The idea originated as an informational tool for the Legislators, elected officials and members of what is happening at the Historical Society. It will be laid out like a newspaper with photographs and a column by Richard called *Rambling with Richard*. It will cover the Indian Education for All Program and events presented for schools. There will also be a page highlighting all the program managers and their program news. The first issue will contain a survey from our members of what they like about us and what we can do to make things better. Jim Utterback asked how the *Montana Star* will be distributed. Tom said it will go out to all members and will be used to keep us in touch with all the communities throughout Montana. The neighborhood center has contracted with the Society to print the newspaper.

FACILITY EXPANSION UPDATE – Jim Murry

Jim explained that the Governor offered another challenge to Betty Babcock and her committee with an extension of 60 days. Betty's group is no longer supported by the History Foundation. The Foundation has backed out completely and decided not to get involved in the site selection. The Foundation wants to be supportive of the Historical Society. Jim said this is a real plus. The Intermountain Children's Home now states they have an interest in the mall property which will need to be satisfied. Jim pointed out that Lee Rostad has played an important role in the work she has done with Betty Babcock's committee due to her interest in the mall site. He asked Lee if she wished to update the Board. Lee stated she really doesn't have anything new to add at this time.

FINANCIAL REVIEW /CENTRALIZED SERVICES-Denise King

Denise King presented photos of the new store. She announced that Chris Carson is in the process of redesigning the website. Denise encouraged the Board to go to the website and enjoy the new look and the new information. The Historical Society is working with the Governor's Office and the Chamber of Commerce to host a public event on November 8th in honor of the national Christmas tree passing by the Montana Capitol on its way to the White House in Washington D.C. The Society will also be hosting several book signings by authors on this date and will remain open until 7:30 p.m. On November 22, the Society will host the grand opening of the new museum store and the redesign of the Charles Russell Gallery. Denise hoped the Board will shop plenty and shop early at the museum store for holiday gifts. Steve Lozar pointed out that the national Christmas tree will be decorated by ornaments made by thousands of Montana kids. Denise presented a handout titled financial schedules for FY 2008. She noted the last two pages is the synopsis of budgetary comparison scheduled by fund. This shows how the Society has spent its money. She explained that 2008 was a base year and that is the year to spend general fund money and the Society has spent all but 2.5% of that general fund. There will be money remaining in the Enterprise fund. Denise thanked the program managers for working with administration to stay on track. Another handout was presented by Denise titled financial schedules for FY 2009 through quarter ending September 30, 2008. She explained this is the current first quarter report. For a snapshot in time, she referred to the last two pages of the schedule. The Society is on track because the programs are managing their funds. The percentages will change each quarter. Denise met recently for a round robin session with the Legislative Finance Committee members and with the Governor's Staff. Senator Cobb from Augusta implemented performance measures for agencies a few years ago. The Historical Society met with the Governor's Budget Office and the Legislative Analysts. It was determined that the Society has one goal and that goal is to preserve and make public accessible heritage resources of Montana and that each program work with those individuals to determine what the Society's performance measures are. Denise explained she appears quarterly in front of the Legislative Finance Committee to report the Society's predetermined performance measures. The report is located on the second page of this handout. She pointed out that the Society has met their goals. Denise thanked everyone for working together and reminded everyone not to slack off because we still need to report but we will not need to go in front of the committee to identify our goals. The Legislative audit has been concluded. She noted there were eight recommendations last time and this time there were five. There is one recommendation that the Society will always have on the audit books due to no funding available for a FTE to work on a backlog of inventory in the Museum Program. The first week in November, Richard Sims and Denise will go in front of the Legislative audit committee responding to the recommendations. Performance evaluations are 90% complete. It has been a good process. Sharon Lincoln thanked Richard and the staff for pulling things together at the Society in a way that hasn't been seen before. She said thanks for a great job.

DIRECTOR'S REPORT-Richard Sims

Richard thanked the Executive Committee for the kind comments about his performance in the first 28 months with the Society. He reported that he and Denise calculated there has been at

least 28 personnel events or one personnel event per month in his tenure here. In this number, he has included new Board members as well as a change in staff including one death, retirements, internal promotions, and new hires. This is a lot of activity in the Society over the last 28 months. There is a new energy and a new feel to the team as we move forward. Richard announced the Society is in the process of national reaccreditation as an institution. He said we certainly will achieve that reaccreditation. Susan Near has taken the lead on developing the draft and he asked Susan to explain the process. Susan handed out an example of the process that the Society has been going through. She reported the process will run for a five year period. During August and September Richard and Susan held program meetings with the entire staff. Susan informed the Board that the Society's mission statement, vision statement and value statement needed to be reviewed and updated. Each program discussed what the current environment is for the Society and what kind of pressures and changes they are experiencing. Discussions included what should be done to meet major challenges, identify opportunities that the Society might have going into the future and Society goal setting. She explained that at this point in time she is compiling the information into documents which will be reviewed. She is also drafting a new strategic plan which will be ready to view before the next Board meeting. Susan explained she will ask for the Board's comments before the next meeting and prepare a document sharing common goals for the Society.

Richard reported that the Greater Montana Foundation has sent two \$100,000.00 checks which are in the bank at this time. In visiting with the GMF Board, principally their chair, Bob Haney, it was agreed to get some of the money on the ground now. The one space left to manipulate is the MacGillvra Auditorium. The Board gave Richard a committee to work with him on how to spend \$75,000.00 immediately. \$25,000.00 will be for video equipment including acoustic and editing equipment, \$25,000.00 to improve the room itself and \$25,000.00 for the consulting and engineering to make everything work. The auditorium will be an improved presentation hall, lecture hall and meeting space. The cameras won't be stationery; they will be cameras that can be taken on the back roads of Montana. We can start putting together our own stories to play in the galleries. Richard hopes to have a ribbon cutting next spring. The Craney Studio will be within in the MacGillvra Auditorium.

Waiving the .50 cent fee for admission into the museum for school kids is something Richard hoped the Board would recognize. He said it is a chore on the teachers. Shirley Groff asked Richard how much revenue the fee generates every year. Richard stated it is between \$2,000 and \$4,000 a year depending on the bus loads. He said it is a modest amount. Richard commented that it is tough enough these days for schools to rent the bus for a field trip. **Jim Utterback moved to waive the fee. Sharon Lincoln seconded the motion and the motion carried.** Steve Lozar gave kudos to the whole staff. He stated that with the change in personnel the new people are coming into a culture of service which is the hallmark of the Historical Society. The old mentors have been good mentors for the new people. The level of service to patrons has always stayed at a high level in the Society.

OUTREACH AND INTERPRETATION PROGRAM REPORT-Kirby Lambert
HISTORIC PRESERVATION PROGRAM-Mark Baumler

Kirby asked Martha Kohl to make a presentation for Education and for the State Historic Preservation Office. Martha spoke on the Preserve America workshop she attended in Kalispell stating it was a cooperative effort between SHPO and Outreach and Interpretation. The State Historic Preservation Office secured funding through the National Preserve America Program which was initiated in 2003. Martha explained that SHPO has gotten three grants from this. The first grant was for education in the amount of \$150,000 and they sub granted about 2/3 of that to local communities. The second was a training grant in the amount of \$100,000 in which they sub granted a little more than half. The third is a documentation grant. Money mostly went to Preserve America communities to groups who had applied to be Preserve America communities in order to complete local projects. She said \$10,000 of it came to the Outreach and Interpretation Program to do workshops and the first workshop was held October 1st in Kalispell. Martha stated it was really fun and they were able to cosponsor and work with the Northwest Montana Educational Cooperative. They targeted school teachers of grade 6 – 12. The idea was to promote the study of local communities through architecture and other cultural resources as well as to let the teachers know more about the resources being created in the office to accompany the new text book, *Montana Stories of the Land*. Martha announced that 13 teachers attended and it was estimated that these teachers would impact about 600 kids when these teachers went home. Many of the schools sent their only Montana history teacher. She said Kate Hampton spoke about the power of place and resources for researching historic buildings and she spoke about the Montana text book and ways to link Montana history to the building environment. The evaluations of the workshop were very positive from the teachers. Martha said it was a pleasure to work interdepartmentally within our own agency to do something that benefits the whole Society. Martha announced there will be two more one day workshops in the spring. She would like to go to Miles City, however, they aren't a Preserve America community yet and they must be one to be considered for this grant. Martha said she got called from the Tribal Education Office for day long training day on the new textbook for all the teachers on the reservation. She, Deb Mitchell and June from the Tribal Office presented educational foot lockers and talked about the textbook. Shirley Groff suggested the continual educational push on Montana history because teachers don't get enough of this subject compared to other subjects that are offered at workshops. Shirley also asked Martha to look into what needs to be done in order to offer college credits for these workshops. Martha encouraged everyone to look at the website that accompanies the textbook explaining that each chapter has a PDF version of that chapter so people can download a chapter or a portion of that chapter. There are also two worksheets that accompany each chapter, tests, answer keys and interesting links are being created for students and teachers. Steve Lozar stated that Martha and the staff's efforts at the PIR day were greatly appreciated by the tribes and the school districts on the reservation. The straight forwardness and sensitivity of where you were at was well noted. He announced it was a great effort. Lee Rostad said the newspaper should have a great deal of explanation to all Montanans about how much our institution teaches and participates in Montana history. Lee also reported that Martha is being recognized for her work on the Montana textbook by the Governor in an award ceremony November 18th at the Capitol.

MUSEUM REPORT

Bill Mercer reported the reinstallation of the MacKay Gallery of Russell Art has been completed. He said there is a major change in the look of the gallery and it appears to update the gallery making MHS look more in line with other institutions. There are many more sculptural pieces in the gallery. The next project which will be completed before the January Board meeting is a collaborative effort with the Outreach and Interpretation Program. It is a hands-on interpretive gallery in the space which housed the original museum store. Bill said Kirby Lambert will be the curator of this project. Bill announced that Patty Dean has been offered the position of Curator of History and she has accepted that position. She will start in December. Patty will work with the historical collections and will also work with the Original Governor's Mansion. The Board commented on how wonderful the MacKay Gallery looks.

PUBLICATIONS REPORT – Glenda Bradshaw

Glenda said she is the photo editor for the magazine press and presented handouts from the quilt project she has been working on. She noted she has been working on this project for a very long time. The quilt book is on the verge of going to layout. Glenda explained the book will include information on individual quilts and will contain who made the quilt, the history of the quilt and how it got to Montana. The quilt registration project is the genesis for this book. Quilts were brought to Helena to be photographed and a few of the quilts from MHS were chosen to be in the book. Women from all over the state have had their quilts photographed with 2,000 quilts being registered. The exciting book should come out this spring. Glenda presented the newest fall issue of *Montana the Magazine of Western History* pointing out there is an article in the magazine that is derived from the picture on the cover. The quilt on the front page will be on the cover of the quilt book. The fall issue of the magazine also contains an article by Jennifer Bottomly-O'looney about Joseph Scheuerle's work presently on exhibit in the MHS lobby. Glenda announced that for winter they will present a literary issue with an article on Thomas Savage who was a writer in the Dillon area that has gotten little attention in Montana.

APPROVAL OF LOAN REQUEST FOR THE C. M. RUSSELL MUSEUM, GREAT FALLS, MONTANA

The C. M. Russell Museum is developing a long term exhibition entitled "The Bison: American Icon, Heart of Plains Indian Culture". Being requested for this loan is a shovel and a pick to add to the 28 objects previously requested of Native American materials ranging in age from the mid 1800s to the 1960s. This is essentially an addendum to the previous loan. **Lee Rostad moved to approve the C. M. Russell Museum loan request for a shovel and a pick. Jack Lepley seconded the motion and the motion carried unanimously.**

RESEARCH CENTER REPORT-Brian Shovers, Zoe Ann Stolz

Brian introduced Zoe Ann Stolz who is a graduate of the University of Montana history program and a former resident of Libby. Brian said Zoe Ann has injected a lot of energy into the

Research Center program regarding outreach especially working with students and teachers. Zoe Ann explained that her take on research as a reference historian, is education. She believes in the old adage, if you teach a man to fish he is going to have food for the rest of his life, and if you teach people how to do research they are going to have information and knowledge for the rest of their life. Zoe Ann explained that the Research Center has folks come to research that are genealogists, professors, high school students, and more recently fourth, fifth and sixth graders. The Research Center staff receives long range requests from all over the world, Scotland, Italy and Glasgow, Montana. Zoe Ann explained she does have a passion for educating. There are times where she can just help someone but more times than not she will show them the process so they can do the research on their own. She emphasized that there doesn't seem to be enough young people who frequent the Research Center. Zoe Ann's focus is on historical research and MHS collections. She suggested going to the MHS Research Center website and click on Montana History Wiki and that will take you to a wonderful resource that the staff has just created in the last 18 months. Those sites especially designed for students are guides for students but they don't give the students the answers for their research. Workshops for teachers are given to show the teachers what wonderful things can come out of teaching students the difference between secondary and primary documents. Tom Cook praised the work Zoe Ann does. He mentioned that last Christmas Zoe Ann did a story on television about kid's toys and it was very interesting.

EDUCATOR/TRUSTEE AWARDS COMMITTEE REPORT- Shirley Groff

Shirley updated the Board on the discussion held at the last Board meeting regarding combining the Trustee and Educator Awards. At the last meeting, Richard Sims suggested creating a Heritage Keepers Award and he asked the committee to work on criteria to be used in this award. Shirley said the Board of Trustees Award will be for two designees on an annual basis, for their work, commitment, effort, and time identifying and preserving historical items and values of Montana for the current and future generations. Richard commented that perhaps the Trustees Award hasn't generated enough prestige thus there hasn't been enough nominees. The major differences of the Heritage Keepers Award will be an emphasis on a populace group, a non-academic people or those not dwelling in the Eiffel Tower. He used the example of the award going to a group or a Tribal Council or a Cultural Committee on a reservation. Another change will be the two awards, given every year, will carry a \$500.00 monetary award component, not to benefit the individual but to benefit the work they do. Getting the word out and getting a good roster of nominees will be important so the Awards Committee has some real decisions to make. It will still be called the Trustees Award but it will be given to two Heritage Keepers or Heritage Keeping groups, each of whom will be given \$500.00. Richard seeks a motion to approve the fact that there are two awards and that there is money attached. Lee Rostad questioned why there couldn't be just one award which would make it more prestigious. Richard noted that Montana is a big state and an award could be given for one side of the state and one for the other side of the state. Katherine Lee emphasized a method needs to be developed for getting more nominations. She suggested a staff person who is enthusiastic be assigned to it and that person should get the newspaper involved. Richard said that MHS has so many projects going on and many tools that can be used to reach out to people. He said the quarterly newspaper "*The Star*" which is being prepared by Tom Cook could get the word out. Shirley Groff commented that

staff working in the field will be meeting the people who should be nominated for these awards. **Shirley Groff moved that up to two Trustee Awards will be given annually with the following criteria: Awardees may be a person, committee or group that has significantly contributed to the ongoing preservation of Montana historical materials with a statewide, regional or community focus within the long and varied history of Montana and the territorial area. The person(s) or group selected for this award should have demonstrated a commitment to a significant goal of historical significance that results in items, elements or property that contributes to the general public's use for Montana historical knowledge or education. The awardee(s) should show a commitment to their goal beyond the confines of making a livelihood. An example of nominees for this award might include stewards of the land; cultural groups; artists; educators; authors; society board members; genealogists; historians; preservationists; archivists; historical groups and clubs that have focused on the ongoing and continuing of historical items. A \$500 contribution will be included with each award that can be utilized for the ongoing historical work of the group or person, or the awardees may contribute to a non-profit group whose efforts are to continue Montana historical contributions to the public. If the awardee(s) reside out of state, they will designate the contribution to an historical entity within the state of Montana so monies continue and are spent within the state of Montana. Nominations for the living individual or currently active group will be made on an annual basis. Nominations may be resubmitted on an annual basis if the person or group did not receive an award in the previous year or years. Sharon Lincoln seconded the motion. The motion carried unanimously.**

PRESIDENT'S REPORT

Jim Murry reported Richard Sims will be meeting with Chris and Nora Hohenlohe when he is in Washington D.C. The Hohenlohe's are very interested in projects for the Historical Society. Jim said he continues to work with the Montana History Foundation. He commented there has been some concerns raised that if the mall project doesn't fly, some political fallout might take place. The Foundation members were very concerned about the Governor isolating them and somehow holding them responsible for what has happened. Jim had a meeting with Matthew Cohn and this issue was discussed extensively. Jim emphasized he is working on reducing some of the tension and is working on preserving the relationship between the Historical Society and the Foundation. MHS has been very cooperative in working with Betty Babcock and has recently supplied an inventory of items at her request from the Society so she could present this to people interested in making a donation to the mall.

Jim asked Susan Near to present information on the Ken Burns event that is being planned. Susan reported that the Society was given the opportunity to have Ken Burns give a presentation in Montana for the Society as a fund raiser. He will present his new six part series on the National Parks and their history in America. The series is entitled America's Best Idea. The event will take place Thursday, January 22, 2009 in Bozeman at the Emerson Cultural Center at 7PM. An informal pre-event will start around 5:30 pm and is being scheduled for people to meet Ken Burns. Dayton Duncan, who is the author of many histories concerning Montana, including the Lewis and Clark acclaimed documentary, will also be in attendance. This is a big event

which will be ticketed. Susan asked the Board for names of people who should be put on the invitation list. Richard asked Susan what the seating capacity is at the Emerson Cultural Center. Susan noted that it is 600 people. Discussion followed on fund raising ideas. Richard asked the Board if they wanted the next Board meeting to be in Bozeman around the date of this event. Mark Baumler reminded the Board that the Preservation Awards ceremony is scheduled for January 14, 2009. Susan stated that a date for the Legislative Open House can't be set until the calendar is set by the Legislature. Richard suggested the next Board meeting be set in Helena and the date for the Ken Burns event will be January 22nd. He encouraged as many Board members to attend the event as possible. Denise said typically the MHS budget meeting has been held the first week of the session. It was decided to wait and see but to pencil in the next Board meeting for Thursday, January 15, and 16, 2009.

PUBLIC COMMENT

Louise Shafer from Argenta, Montana said she wanted to congratulate the Board on the good job they are doing. Louise is Shirley Groff's sister. In the past, she had attended a few meetings and she couldn't see much progress being made but after attending this meeting she sees the Board moving ahead. Louise reported that the town of Argenta was the home of the first smelter in Montana territory. There were three smelters there at one time. The smoke stack that is still standing above Argenta was the first smoke stack in the Montana territory. Jim Murry asked Louise to come back to see the Board again.

ADJOURNMENT

The Board meeting adjourned at 4:00 p.m.